

ORDER



Orders
Order / Rev: 718410
Alt Order #: 06353250
Product Desc: PAULSEN FOR CONGRESS
Estimate: PAULSEN FOR CONGRESS
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 43065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: PAULSEN/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	48	\$53,375.00	\$45,368.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	48	\$53,375.00	\$45,368.75	0.00
Totals	48	\$53,375.00	\$45,368.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	11/01/12	11/05/12	NBC Nightly News NBC Nightly News	CM	530-6P	1--1--1	:30	3	\$2,250.00	P-4	0.00	NM	1	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/01/12	11/07/12	1--1--1			3		\$2,250.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	11/01/12-11/07/12		NBC Nightly News	530-6P		M--Th---Su	:30		\$4,950.00		0.00	NM		
2	KARE	11/01/12-11/07/12		NBC Nightly News	530-6P		M--Th---Su	:30		(\$4,500.00)		0.00	NM		
Credited															
3	KARE	11/01/12-11/07/12		NBC Nightly News	530-6P		M--Th---Su	:30		(\$2,250.00)		0.00	NM		
See MG 1.4															
[na]															
4	KARE	10/31/12-10/31/12		NBC Nightly News	530-6P		--W-----	:30		(\$4,500.00)		0.00	NM		
Ⓜ Credited															
N 2	KARE	10/31/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11111--	:30	5	\$350.00	P-4	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	11111--			5		\$350.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KARE	10/31/12-11/06/12		M-F 5-6a	5-6a		MTWThF----	:30		(\$350.00)		0.00	NM		
Credited															
N 3	KARE	10/31/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$1,000.00	P-4	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	11111--			5		\$1,000.00	0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KARE	10/31/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$1,000.00	P-4	0.00	NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/31/12 11/06/12 11111-- 5 \$1,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 4 KARE 10/31/12-11/06/12 M-F 6-7a 6-7a MTWThF--- :30 (\$1,000.00) 0.00 NM Credited															
4	KARE	10/31/12	11/06/12	Today Show Today Show	CM	7-9a	11111--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/31/12 11/06/12 11111-- 5 \$800.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF--- :30 \$1,000.00 0.00 NM 2 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF--- :30 \$1,000.00 0.00 NM 3 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF--- :30 \$900.00 0.00 NM 4 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF--- :30 \$900.00 0.00 NM 5 KARE 10/31/12-11/06/12 Today Show 7-9a MTWThF--- :30 \$900.00 0.00 NM															
5	KARE	10/31/12	11/06/12	M-F 9-10a TODAY	CM	9-10a	21111--	:30	6	\$350.00	P-4	0.00	NM	6	\$2,100.00
2X MAX/DAY: TU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/31/12 11/06/12 21111-- 6 \$350.00 0.00															
6	KARE	10/31/12	11/06/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	11111--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/31/12 11/06/12 11111-- 5 \$100.00 0.00															
N 7	KARE	10/31/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--111--	:30	3	\$525.00	P-4	0.00	NM	2	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/31/12 11/06/12 --111-- 3 \$525.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KARE 10/31/12-11/06/12 M-F 4-430p 4-430P M-WThF--- :30 (\$525.00) 0.00 NM Credited 2 KARE 10/31/12-11/06/12 M-F 4-430p 4-430P M-WThF--- :30 \$525.00 0.00 NM 4 KARE 10/31/12-11/06/12 M-F 4-430p 4-430P M-WThF--- :30 \$525.00 0.00 NM															
N 8	KARE	10/31/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	1-111--	:30	4	\$600.00	P-2	0.00	NM	3	\$3,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/31/12 11/06/12 1-111-- 4 \$600.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KARE 10/31/12-11/06/12 M-F 430-5p 430-5P M-WThF--- :30 (\$600.00) 0.00 NM See MG 8.5,8.6,8.7 [Per Management] 2 KARE 10/31/12-11/06/12 M-F 430-5p 430-5P M-WThF--- :30 (\$600.00) 0.00 NM See MG 8.5,8.6,8.7 [Per Management] 3 KARE 10/31/12-11/06/12 M-F 430-5p 430-5P M-WThF--- :30 (\$600.00) 0.00 NM See MG 8.5,8.6,8.7 [Per Management] 4 KARE 10/31/12-11/06/12 M-F 430-5p 430-5P M-WThF--- :30 \$1,000.00 0.00 NM 5 KARE 10/31/12-11/02/12 M-F 430-5p 430-5P --WThF--- :30 \$1,350.00 0.00 NM Ⓜ MG for 8.2,8.1,8.3 6 KARE 10/31/12-11/02/12 M-F 430-5p 430-5P --WThF--- :30 \$1,350.00 0.00 NM Ⓜ MG for 8.2,8.1,8.3 7 KARE 10/31/12-11/02/12 M-F 430-5p 430-5P --WThF--- :30 (\$1,350.00) 0.00 NM Ⓜ Credited															
N 9	KARE	10/31/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	1-111--	:30	4	\$1,450.00	P-4	0.00	NM	3	\$5,750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$1,175.00	P-4	0.00	NM	1	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1		\$1,175.00		0.00					
N19	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1		\$400.00		0.00					
21	KARE	11/05/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		1		\$250.00		0.00					
Totals														48	\$53,375.00